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Events

PREPARED FOODS

R&D Applications Seminar EAST

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Network

The Doubletree

Somerset, NJ

May 5-6, 2009



R&D Applications Seminar East is a 1½ day, classroom style, applications-oriented event specifically designed to help further educate the industry's bench-level R&D formulators with practical "how-to" solutions to their formulation challenges and to better understand the functionality of a wide range of ingredients.

Each day's format formats will each feature 6 concurrent tracks on specific applications challenges [bakery, dairy, beverage, etc.]. Each track will feature several 40-minute educationally-oriented presentations.

Food industry suppliers are invited to submit presentations for the **2009 R&D Seminar East** at www.PreparedFoods.com/rdeast.

Providing this information allows R&D professionals to work their way through the *Prototype Development, Build Ingredient Matrix*, and *Supplier Search* phases of the Product Development Process.



Application Lab Track

This track features up to 4 Applications Labs over the course of the seminar. They allow suppliers to use retail or ingredient samples in their presentations to more effectively demonstrate an ingredient's functionality, or its application in a finished consumer product or model system. Suppliers can reserve an Application Lab on a first come first serve fee basis. Attendance is limited to ensure a highly personalized and interactive learning experience



The **R&D Seminar East** runs concurrently and is located under the same roof with NYIFT Suppliers Day Expo providing you with the most unique and productive venue available to date. Presenters at R&D East can also exhibit at one of the food industry largest ingredient trade shows thus allowing them to show their product in action while "teaching customers" how to use their products in our educational venue. Day one's agenda has attendees in half day sessions at R&D Applications and then moving to NYIFT's Suppliers day. An evening networking reception then sets the table for a full day of educational sessions at R&D Applications East the next day.

Sponsorships

The **R&D Seminar East** offers sponsorships for sophisticated suppliers. Sponsorships include seminar binder, cocktail party, e-mail café, lanyards and more.

For sponsorship information, contact your *Prepared Foods* sales rep, or Marge Whalen, Seminar Manager, at 630-694-4347; whalenm@bnpmedia.com.

www.PreparedFoods.com/rdeast

2008 R&D Seminar East Sponsors

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